Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of the claims in the application:

Listing of Claims:

1.   (Currently Amended) In an interactive television (TV) environment, a method for selectively providing authorized interactive TV content comprising:

broadcasting interactive TV content via a broadcast stream, wherein at least some of the interactive TV content is tagged content, the tagged content being marked by tags having one or more authorization keys or personalization data, and wherein the tagged content is authorized for display only by receivers provided with matching ones ~~if~~ of the authorization keys or personalization data;

wherein the matching authorization keys or personalization data are selectively broadcast to one or more of the receivers via the broadcast stream such that at least some of the one or more receivers are authorized to selectively output or make use of the tagged content based on the matching authorization keys or personalization data.

2.   (Cancelled)

3.   (Currently Amended) The method of claim 1, further comprising:

selectively broadcasting the matching authorization keys or personalization data to the one or more receivers or to one or more network system nodes.

4.   (Currently Amended) The method of claim 3, further comprising:

checking the tags having one or more authorization keys or personalization data with the authorization keys or personalization data selectively broadcast to the one or more receivers or the one or

more network system nodes, the checking to be performed by the one or more receivers via use of a remote control or directly at the one or more network system node using a console application.

5.   (Currently Amended) The method of claim 4, further comprising:

displaying the authorized interactive TV content when the checking reveals a match between a checked tag and one or more checked authorization keys or personalization data selectively broadcast to the one or more receivers or the one or more network system nodes.

6.   (Currently Amended) An interactive television (TV) system comprising:

a tagging module to tag interactive TV content with one or more authorization keys or personalization data;

a broadcasting unit to broadcast tagged interactive TV content to one or more receivers via a broadcast stream, wherein the tagged interactive TV content is authorized for display only by receivers selectively provided, also via the broadcast stream, with matching authorization keys or personalization data such that at least some of the one or more receivers are authorized to selectively output at least some of the interactive TV content based on the matching authorization keys or personalization data.

7.   (Cancelled)

8.   (Currently Amended) The system of claim 6, further comprising:

a distribution system to selectively provide the matching authorization keys or personalization data to the one or more receivers or to one or more network system nodes.

9.   (Currently Amended) The system of claim 8, further comprising:

a filtering module disposed within the one or more network system nodes or within the one or more receivers to check the tags having one or more authorization keys or personalization data for a match with the authorization keys or personalization data selectively provided to the one or more receivers or the one or more network system nodes.

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10.   (Currently Amended) The system of claim 9, wherein the filtering module allows the tagged interactive TV content within the tagged interactive content to be displayed, or passed along to the next network system node when the filtering module finds a match between the tags having one or more ~~authorization~~ keys or personalization data and the matching ~~authorization~~ keys or personalization data selectively provided to the one or more receivers or the one or more network system nodes.

11.   (Currently Amended) A receiver comprising:

a decoding unit to receive a broadcast stream with interactive TV content, wherein at least some of the interactive TV content is tagged content, the tagged content being marked by tags having one or more ~~authorization~~ keys or personalization data, and to output selectively the interactive TV content with the broadcast for display; and

~~a~~ an authorization key and personalization filtering module to check if keys or personalization data selectively ~~provided~~ broadcast to the receiver via the broadcast stream match with the tags having ~~authorization~~ keys or tagged personalization data, and, if the ~~authorization~~ keys or personalization data match, to allow the decoding unit to output the interactive content with the broadcast for display.

12.   (Cancelled)

13.   (Currently Amended) A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

creating a tagged content by tagging interactive TV content with one or more ~~authorization~~ keys or personalization data; and

selectively broadcasting via a broadcast stream matching ~~authorization~~ keys or personalization data to one or more receivers; and

broadcasting the tagged content to a plurality of receivers via the broadcast stream such that at least one of the plurality of receivers is authorized to output selectively the tagged content based on the matching ~~authorization~~ keys or personalization data.

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14.   (Cancelled)

15.   (Currently Amended) A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

checking tagged ~~authorization~~ keys or personalization data associated with a broadcast stream including interactive TV content with ~~authorization~~ keys or personalization data selectively broadcast to one or more receivers via the broadcast stream; and

displaying the interactive TV content if the checked ~~authorization~~ keys or personalization data match with the ~~authorization~~ keys or personalization data selectively broadcast to the one or more receivers.

16.   (Currently Amended) In an interactive television environment, a personalization and authorization platform architecture comprising:

a personalization server to receive a television (TV) broadcast, to include interactive content with the TV broadcast in a broadcast stream, and to create tagged content, the tagged content being marked by tags having one or more ~~authorization~~ keys and/or personalization data; and

a key and personalization distribution system to provide the ~~authorization~~ keys and and/or personalization data to the personalization server, and to selectively broadcast, via the broadcast stream, matching ~~authorization~~ keys and/or personalization data to ~~on~~ one or more receivers.

17.   (Currently Amended) The personalization and authorization platform architecture of claim 16, wherein the one or more receivers receive the TV broadcast with the tagged content, and check if the tags having ~~authorization~~ keys and/or personalization data match with the matching ~~authorization~~ keys and/or personalization data.

18.   (Currently Amended) The personalization and authorization platform architecture of claim 16, wherein the one or more receivers output the interactive content if the tags having ~~authorization~~ keys and/or personalization data match with the matching ~~authorization~~ keys and/or personalization data.

19.   (Previously Presented) The personalization and authorization platform architecture of claim 16, wherein a broadcaster or network operation determine which TV broadcast can include interactive content.

20.   (Currently Amended) The personalization and authorization platform architecture of claim 16, wherein the broadcaster or network operator determine which <u>authorization</u> keys and/or personalization data to use to tag the interactive content.